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Title of Document: 35th Street Corridor Commercial Area Development Plan (Draft)

Prepared By: City of Norfolk

Prepared For: City of Norfolk

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Status (as of January 2012): Draft plan never completed. Some plan actions reaffirmed by City Council in 2009.

Civic League(s)/Organization(s) Affected: Park Place

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17th 8:00am
24th 35th Street

RBT



NORFOLK

COMMERCIAL AREA DEVELOPMENT PLAN

for the
35th Street Corridor

DRAFT

City of Norfolk
Department of City Planning
and Codes Administration

September 1997

Final Document

COMMERCIAL AREA DEVELOPMENT PLAN for the 35th Street Corridor

I. OVERVIEW

Location: Thirty-fifth Street is located in the Park Place Neighborhood of Norfolk, about 2 miles north of downtown. Granby Street on the east, and Hampton Boulevard to the west, are prime arteries extending across the Lafayette River. They connect the Naval Base, International Terminal and suburbs to the north, with Downtown and other cities to the south. Colley Avenue is a lesser north-south artery, which feeds onto Hampton Boulevard. Thirty-fifth Street runs east to west, and is one of many "numbered" streets which link these two major city arteries. The Virginia Zoological Park is just east on Granby Street, serving as a potential anchor for the area. Old Dominion University is to the west on Hampton Boulevard, not far to the north. There is a concentration of commercial uses on 35th Street, interspersed with residential uses, between Granby Street and Colley Avenue.

Park Place Neighborhood: Residential development of Park Place began near the end of the nineteenth century as part of the general expansion of urban growth in Norfolk along trolley car routes. By 1930, much of the physical development of the area was complete, featuring single family homes. Conversion of homes to apartments began during World War II and continued through to the 1960's. Outmigration of families to more suburban areas also increased during the 1960's.

The makeup of the community was detailed in a document, "Amendment No. 4 to the Conservation Plan for the Park Place Neighborhood Conservation Project," prepared by NRHA in 1994. Today's resident population is predominantly African American, with low levels of income and education and high unemployment as compared to other areas of the city. The stability of Park Place has been shaken by extreme turnover in population and current social conditions. Social and economic changes have accelerated trends toward deterioration.

Stabilization Efforts: A variety of efforts to help stabilize the Park Place residential community have been made over the years. These have included Federally Assisted Code Enforcement, Model Cities, and HOME. Numerous public improvements have included the Park Place Multi-Service Center and Monroe Elementary School. Code enforcement and occupancy permit programs have been in effect to stem decline in the area for over 20 years.

Through the Park Place Conservation Project, NRHA has focused resources on the area just south of the 35th Street commercial area. Rehabilitation of houses through favorable loans or through acquisition and subsequent resale is underway. Concentrations of structures deteriorated to a point where rehabilitation is no longer feasible are being acquired for clearance and reuse of the land. A mid-rise apartment complex for the elderly, an early childhood development center, a gateway landscaped road median, and a parking lot to serve the commercial area are moving forward.

The conservation project plan noted a problem caused by a "lack of clear boundaries between residential and non-residential uses." Since the focus of the plan was directed primarily to the deteriorated areas south of 35th Street, no further resolution to the boundary issue as it relates to the 35th Street commercial area was reached in the course of the conservation project analysis. The purpose of this analysis is to focus on a residential-commercial boundary solution.

Traffic Patterns: Traffic counts in the neighborhood are shown below, as of the most recent surveys made in 1994.

40,782		→N Hampton Blvd		
15,653				Colley Av 14,304
26 th St 5,528 ↓	27 th St 5,356 ↑	35 th St 5,201 ↓↑	38 th St 8,493 ↓↑	
8,397			7,132	Llewellyn Av 8,632
		24,726		Granby St 35,630

The principal traffic movements are north and south, far exceeding traffic on the east-west streets. Because of intervening coastal features, there is little east-to-west cross traffic north of 38th Street. A river crossing from the east aligns with 26th and 27th Streets, which are one-way in opposite directions. Of the east-west streets measured, 35th Street carries less traffic than the others, but the differential is far less than the differential with the north-south streets. The planned creation of a new zoo entrance at Granby Street aligning with 35th Street is expected to provide some benefit.

II. AREA LAND USE

Survey of Area: In the appendix of this report is a parcel-by-parcel Survey of Land, Buildings, and Uses on 35th Street between Granby Street and Colley Avenue. The data is based on city tax records and field observations, and forms a basis for discussions that follow.

The map on the following page shows general uses of parcels on 35th Street from Granby Street to Colley Avenue. The existing zoning is overlaid on the map.

Commercial Areas: There are several small commercial concentrations oriented to retail trade and personal services in the Park Place area. They are within a few blocks of each other, but separated by residential elements. In recent years these commercial areas have been characterized by a high rate of business turnovers and failures.

One cluster fronts on the major Granby Street artery, in the 100 block of 35th Street. A Rite Aid pharmacy is the most recent construction, built in 1989, but the store closed several months ago. A Dollar General store in a rehabilitated 1926 building is the remaining anchor at the east end of 35th Street.

Another commercial cluster is along Colley Avenue, a moderately heavily traveled street. Colonial Hardware is a substantial presence on the corner of Colley Avenue in the 700 block of 35th Street.

The 35th Street Commercial Core: The commercial area herein referred to as the “core” is focused on the 500 and 600 blocks of 35th Street from Colonial Avenue to Gosnold Avenue. The buildings were constructed between 1917 and 1960. The older buildings are built along the street frontage line, without parking. Two buildings constructed about 1960 are occupied by the Colonial Pawn Shop and the Jordan Virginia Store. These two buildings are set back and have areas for parking more in keeping with typical suburban design standards.

Although the two core blocks are zoned C-2 commercial, there is a group of residential structures on the south side of the 600 block. This includes several older single family homes, and a small apartment building built in 1985. The apartment building is located directly adjacent to the commercial structures, set back from the street with residents’ parking in front. It is particularly disruptive to the commercial pattern of the block.

West of the Core: The 700 block has a mix of uses. The Colley Avenue commercial strip is at the western end of the block. The remainder of the block is primarily residential, but includes vacant lots; several deteriorated, boarded up single family houses; and interspersed commercial properties. This area of the block, herein referred to as the “Transition Area,” is in a particularly deteriorated condition, due in part to the mixed use pattern and uncertainty regarding its future.

East of the Core : Moving eastward from the 35th Street commercial core blocks, the west end of the 400 block is an extension of the core. The east end of the block is zoned and used for residential. The 200 and 300 blocks also are solidly residential.

III. MARKET STUDY AND COMMERCIAL DEMAND

A market analysis of commercial opportunities on 35th Street and other nearby areas was prepared by Basile Baumann Prost & Associates in August 1996. Demographics of the area were studied in detail. The population of the 35th Street market area declined faster than the overall declining population of Norfolk, while the metropolitan area population increased.

POPULATION

Date	Metropolitan Area		Norfolk City		35 th St. Trade Area	
1980	1,368,375		266,979		17,386	
1990	1,621,790	+18.5%	261,229	-2.2%	15,892	-8.6%
1995	1,732,947	+6.9%	239,184	-8.4%	14,183	-10.8%
2000 proj.	1,846,162	+6.5%	220,167	-8.0%	12,555	-11.5%

The per capita income of the trade area has remained substantially below the city and metropolitan area, but has been increasing at a somewhat higher rate.

PER CAPITA INCOME

Date	Metropolitan Area		Norfolk City		35 th St. Trade Area	
1989	\$13,166		\$11,643		\$9,246	
1995	\$16,384	+24.4%	\$15,183	+30.4%	\$12,227	+32.2%

The study cites higher unemployment and lower educational attainments for the trade area as compared to the city and metropolitan area. This is noted as a concern in terms of the area's ability to support expanded retail space. The area has a low percentage of the well-employed and well-educated minority population that creates a large portion of the demand for ethnic-focused retail in areas like Washington DC.

Given the demographics, the consultants analyze retail sales and expenditures in the market area. The study concludes that the area is "well-stored." In the market area, sales of area establishments are \$13 million greater than the expenditures of resident households. This condition is called "inflow." There is not a large quantity of local expenditures available to support additional retail space. In comparing particular types of commercial ventures present in the area to local needs, the study does identify a potential niche within the market for 2 to 3 small apparel stores.

In looking to a regional market, the study identifies the potential for an "Africa Town" concept for additional sources of retail demand. By drawing from the African-American market regionally, the study projects sufficient support for a total of 33,000 square feet of additional space (including the local demand previously noted). The absorption of that amount of space would be expected to be accomplished over a number of years. The potential for success of space exceeding that amount is regarded as unlikely.

Implementation of the "Africa Town" Concept: Several initiatives in support of the "Africa Town" concept have been launched.

A new landscaping plan, with sidewalks, street trees, and lighting fixtures, was developed with the help of the business association. Construction and planting recently was completed. Several trees did not survive, and will be replaced during the fall planting season.

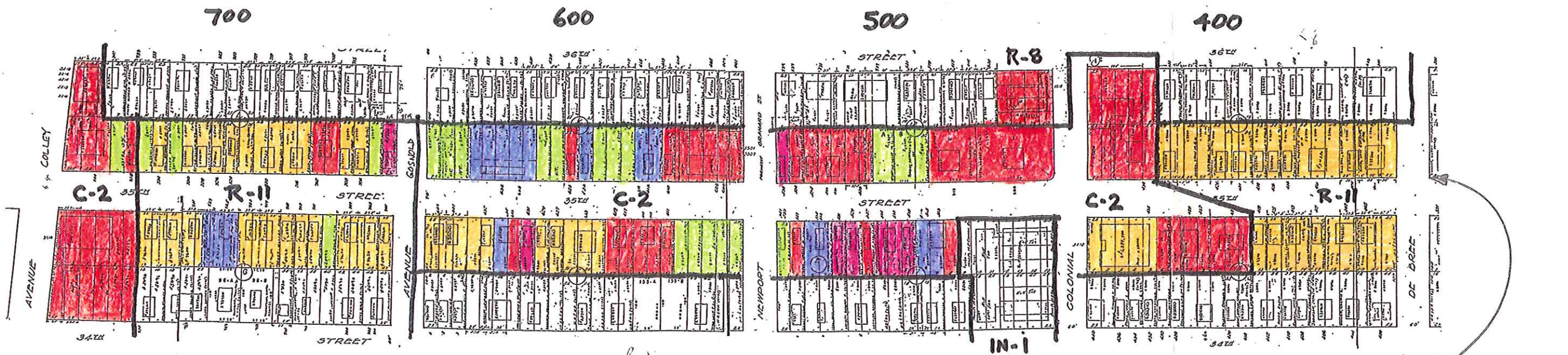
A facade improvement program provides matching grants up to \$15,000 to property owners or tenants within the district for exterior improvements to their building or site. One application has been approved, and the owner is at work on improvements. Other applications are pending.

In conjunction with the Park Place Conservation Project, NRHA has a parking lot under design for the southwest corner of 35th Street and Newport. This lot in the 600 block is at the center of the commercial core, aiding those businesses which are located directly on the street frontage without their own parking onsite.

Discussions concerning zoning patterns in the area have been ongoing over the past several years. This document is a part of the effort to resolve the conflicting land uses and to move forward with workable solutions to the deteriorated fringe areas.

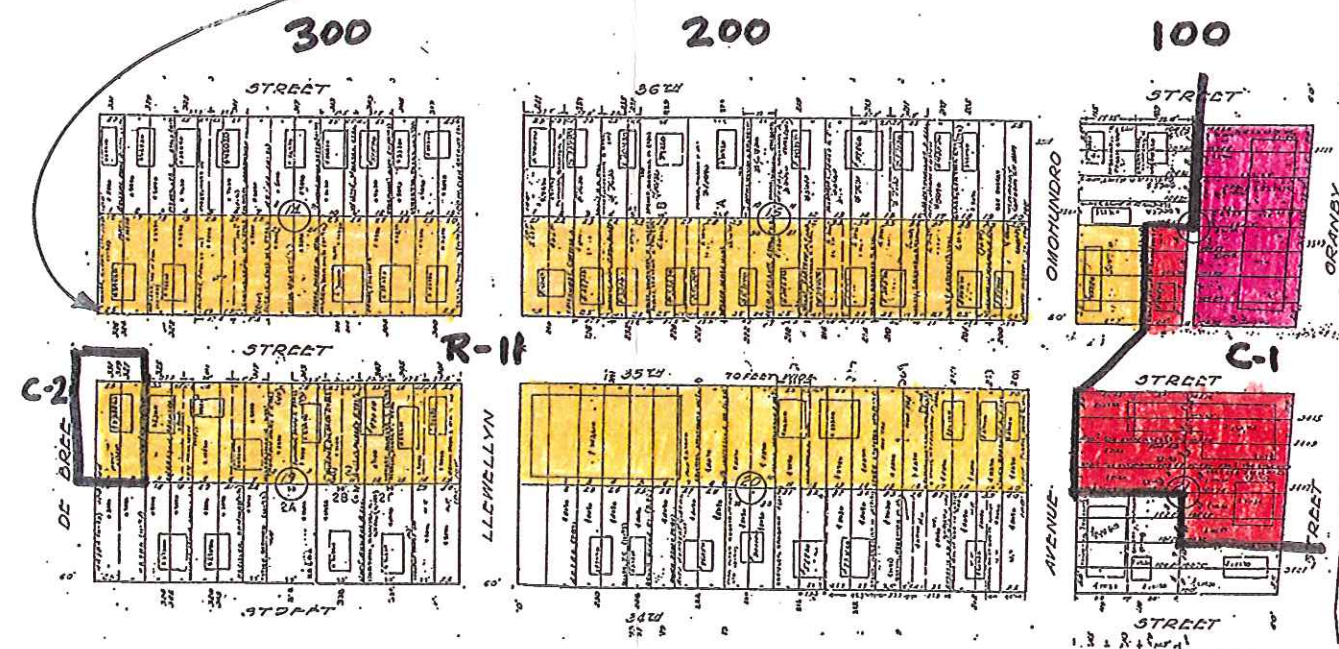
IV. SUPPLY OF COMMERCIAL BUILDINGS AND LAND

On the following page is a summary of land and building areas in various uses on 35th Street by block.



35th Street Corridor GENERAL LAND USE

- Commercial
- Vacant Commercial
- Church
- Residential
- Vacant Land



35th STREET COMMERCIAL AREA
SUMMARY OF LAND AND BUILDING AREAS

9/24/97

	Land Area				Building Area (Commer. only)				
	Total	Commer.	Church	Vac.	Resid.	Total	Commer.	Church	Vac.
100 Granby to Omohundro	57,085	50,385 88%	- 0%	- 0%	6,700 12%	22,000	14,800 67%	- 0%	7,200 33%
200 Omohundro to Llewellyn	100,000	- 0%	- 0%	- 0%	100,000 100%	-	-	-	-
300 Llewellyn to De Bree	75,000	- 0%	- 0%	- 0%	75,000 100%	-	-	-	-
400 De Bree to Colley	120,030	40,000 33%	- 0%	3,330 3%	76,700 64%	17,648	17,648 100%	- 0%	- 0%
500 Colley to Newport	92,450	73,700 80%	5,000 5%	13,750 15%	- 0%	45,795	24,595 54%	3,500 8%	17,700 39%
600 Newport to Gosnold	115,000	37,500 33%	20,000 17%	32,500 28%	25,000 22%	63,528	41,273 65%	20,230 32%	2,025 3%
700 Gosnold to Colley	138,325	53,325 39%	6,250 5%	12,500 9%	66,250 48%	23,400	17,600 75%	2,800 12%	3,000 13%
TOTAL	697,890	254,910 37%	31,250 4%	62,080 9%	349,650 50%	172,371	115,916 67%	26,530 15%	29,925 17%

Eastern Blocks: As previously discussed, the 100 block is overwhelmingly commercial, oriented toward Granby Street. The 200 and 300 blocks are entirely residential.

400 Block: The 400 block is residential on the east end; The west end is commercial, an extension of the core area further west. The commercial uses fronting on 35th Street are an office building and a funeral home, rather than more active retail properties. The large apartment building on the Colonial Avenue corner is built to the property line, and fits in with the low intensity commercial uses surrounding.

500 Block: The 500 block is part of the Commercial Core. The Park Place United Methodist Church, a very large old traditional church building, backs up to 35th Street in the 500 block. It is zoned In-1 Institutional to reflect its use. Because of its unique circumstance it is excluded from the statistics considered herein. Otherwise the 500 block is entirely commercial. However, 15% of the land area on the block, or 13,750 sq. ft., is vacant. Of 45,795 sq. ft. of building area, 39%, or 17,700 sq. ft., is vacant. This is a considerable stock of available building area at the heart of the commercial core. In addition, some of the occupied area appears to be less intensively used than it might be if the area were thriving. In order to strengthen the viability of the core businesses, getting this building area occupied should be a top priority.

600 Block: The 600 block is the second block of the Commercial Core. It is zoned entirely for commercial use, but 22% of the land area is in residential use. These are concentrated on the west end of the south side. The single family homes are minimally disruptive to the commercial area. But the small apartment building and its accompanying parking (623 West 35th Street) are not compatible with the adjacent commercial buildings. In addition, 28% of the land area in the block is vacant. Excluding the land for the planned commercial area parking lot, the vacant land area is still 17%. These vacant gaps in the core area should be a focus of any effort toward new construction.

Actual building vacancy in the 600 block is low, although 32% of the commercial building area is occupied by storefront churches. The churches serve as a positive force in the community. However, the churches tend to be most active on weekends and evenings, and less active during the business day. As such, they are a disruption to the functioning of a commercial area. It would be beneficial to the commercial area to discourage the location of more storefront churches in the area.

700 Block: The 700 block has a mix of uses. At the western end facing Colley Avenue is the strip zoned and used for commercial, including the Colonial Hardware Store. The Park Place Redevelopment Corporation occupies one commercial structure facing 35th Street at the rear of the Colley Avenue strip.

The Transition Area is the larger eastern end of the block. It is zoned R-11, residential. Its actual use also is primarily residential, but includes vacant lots and several deteriorated, boarded up single family houses. There are three commercial and institutional properties interspersed in the block: George's Corner store, now vacant; Betty's Den restaurant; and the Mt. Olive Church. The block is in a particularly deteriorated condition, due in part to the confused land use pattern and uncertainty regarding its future.

Overall, the 700 block is 39% commercial, primarily at the west end facing Colley Avenue. Residential use represents 48% of the block. The remainder is vacant land and the church property.

Vacant Land and Building Area: The vacant commercial building area within the entire 35th Street Corridor is 29,925 sq. ft. Of that, 57%, or 19,725 sq. ft. is within the two-block Commercial Core. These figures do not include space in partially occupied buildings such as the Newport Theater or the space in the Africa House building under renovation.

There are a number of small religious facilities located on the 35th Street Corridor. The 26,530 sq. ft. shown on the survey are buildings owned and occupied by four churches and a mosque. These are predominantly storefront buildings adapted for religious purposes. (Park Place United Methodist Church is excluded from the data.) In addition, there are three other churches located in rented portions of other commercial buildings. The area of these is estimated at 5,000 sq. ft. Churches which locate in storefronts tend to be motivated by 'lower' rents. Consequently, they represent a "tenant of last resort" for most landlords, in preference to leaving the building vacant.

In addition, vacant land in the corridor measures 62,080 sq. ft. Of that, 74%, or 46,220 sq. ft., is within the core.

As previously noted, the market study identifies a potential niche within the local market for 2 to 3 small apparel stores. Adding the potential for tapping a regional market, the study projects sufficient support for a total of 33,000 square feet, with absorption expected to take a number of years. The potential for success of space exceeding that amount is regarded as unlikely within the foreseeable future.

V. EXISTING POLICY

Land Use Pattern: As the land currently is used, the 35th Street Corridor includes three concentrations of commercial activity, separated somewhat by residential areas. The eastern and western commercial areas are related to major north-south arterial streets. The commercial uses front almost entirely on the arterial streets. The center Commercial Core area is not associated with an arterial roadway, and must rely on the far smaller traffic volumes of 35th Street. It is separated from the eastern commercial area by several blocks of residential uses. On the west end, the Transition Area in the 700 block provides an ambiguous relationship between the core and the Colley Avenue commercial area.

Existing Zoning: The existing zoning for the 700 block was established several years ago as a recognition of the evolved land use pattern. There was an implicit assumption that there was insufficient market demand for additional commercial development, and the area was designated to remain residential. The three commercial and church properties in the block predate that zoning. At present, they are non-conforming uses, permitted to remain as long as they continue in operation. If the commercial uses at those properties were discontinued for two years, the property would have to revert to residential use.

General Plan: Among the goals for the Park Place area cited in the General Plan of Norfolk, as approved in January 1992, were:

- Improve those areas in Park Place which contain blighted, inappropriate mixtures of land uses.
- Conserve and upgrade those housing units in Park Place which are structurally sound and remove and replace housing which has deteriorated to the point where rehabilitation is economically infeasible.
- Develop a neighborhood environment in Park Place which is conducive to continued housing investment and home ownership.
- Encourage the development of viable, neighborhood-oriented commercial districts along 35th Street, Colley Avenue, Granby Street, and Monticello Avenue..

The intent to encourage residential use in the 700 block of 35th Street was reaffirmed in the General Plan, as shown on the Park Place map in that document.

3 Options : • All Commercial
• Residential/Commercial
• Residential

VI. ISSUES AND OPPORTUNITIES

for each Option

The principal question to be resolved is the best direction for future development of the 700 block: commercial, residential, or some mix.

Retail Area Continuity: If there were sufficient expected demand for retail space, the Commercial Core could benefit from a continuous retail area extending eastward from Colley Avenue. Such a relationship could draw potential customers around the corner and onto the less traveled 35th Street. Under ideal market circumstances, this would lead to a continuous retail/commercial district running for 3 ½ blocks from Colley Avenue past Colonial Avenue.

Given the input from the Market Study, the potential demand for retail and commercial uses for the foreseeable future is only slightly more than the vacant building area already existing in the three commercial areas. Further, there is sufficient vacant land in the Commercial Core to permit new construction for the remaining potential demand.

Retail Reuse Potential: The existing structures in the 700 block Transition Area are mostly residential. Some are in boarded up or otherwise in poor condition. As such they are ripe for redevelopment. However, the houses are poorly adapted to most retail uses because of the setbacks from the sidewalk, lack of easy handicapped accessibility, and residential layout. They could be suitable for some office uses, particularly for small professional and medical offices. However, there are about twenty individual houses in the Transition Area. Assuming 2,000 sq. ft. per house, this represents about 40,000 sq. ft. This is an insurmountable amount of space to fill. Even if some were to be placed in commercial use, a goal of fully connecting the Colley Avenue commercial area with the Core would not be achieved, and the confusion and mix of uses would continue.

New Retail Construction Potential: Given the vacant lots and poor condition of some of the houses in the Transition area, another option is for demolition, assemblage, and construction of new commercial structures. New construction offers owners and tenants the opportunity for space which suits their particular needs. However, the value of a building, either in use or in rents, must exceed the cost of the construction; otherwise no construction will be initiated. The most recent construction in the area is the 1989 Rite Aid building. It is located on the Granby Street artery, far more advantageously situated than any site fronting on 35th Street would be. Yet it is vacant, and seeking a replacement tenant. The other buildings along 35th Street are older. It is evident from the lack of new construction, and from the tenants present in the corridor, that rent potential does not justify significant new construction at present. Once again, given the large size of the Transition Area and the small amount of supportable new commercial area, there is no chance of filling out the 700 block with new commercial construction.

There might be a chance for some small owner-occupied construction. Betty's Den Restaurant, which dates from 1978, is such a property. However, just as Betty's Den is out of character with the existing surrounding residential uses, one or two similar new structures would be similarly out of character. Such infill construction would best be targeted to filling in the holes in the existing Core Commercial area, where it can help create a critical mass there.

Blanket Rezoning Effects: One option would be to rezone the 700 block for commercial use, and allow the market to determine the place and time of new development. It is possible that an entrepreneur could find the 700 block, with its relative proximity to Colley Avenue, as marginally superior to the Core Area. Given the limited amount of market potential, this would have several negative effects:

- It would harm the Core area by siphoning off development potential that otherwise would focus on strengthening the existing area, and possibly even draw existing commercial users from the Core area.
- It would dilute the development potential over a wider area, minimizing the benefits of a concentration of retail activity.
- It would cede what little control is presently available to focus retail growth into particular areas to the mercy of the marketplace, operating over an even wider sphere than at present.
- It would render little control over the types, nature, and intensity of the future development.
- It would significantly lengthen the period of time that the area would remain in a deteriorated state, by eliminating more immediate efforts at residential revitalization.

Residential Rehabilitation Alternatives: There are various established programs available to facilitate residential rehabilitation. Some of these, as previously discussed, are presently in use in other areas of Park Place. The strategies include favorable loans to owners for rehabilitation; or acquisition and renovation by NRHA for subsequent resale. The programs have not been applied on 35th Street to date because of the confusion of land uses. Yet the market for renovated homes is good, in areas which are regarded by potential buyers as viable residential areas. Given the existing character of the buildings in the Transition Area, a strategy for residential rehabilitation will provide much more timely results than would a commercial strategy. This in turn will aid redevelopment of the Commercial Core by cleaning up its surroundings. The perception of safety inherent in a well maintained area is critical to attracting a customer base to the Commercial Core.

Home Based Businesses: Another idea under discussion in the community has been to encourage the development of home based businesses. This has been suggested as particularly appropriate for houses located in or adjacent to commercial areas such as 35th Street. The zoning ordinance makes provision for "home occupations," subject to stringent limitations. The home occupation must be "clearly incidental and subordinate to the use of the dwelling unit..." It must not occupy more than 15% of the floor area. No non-family member may be employed in the business. No traffic in excess of normal residential volumes may be generated. No on-site merchandise sales are permitted. These regulations are intended to maintain the residential character of the area. A higher intensity of business use may be appropriate for some residential areas, such as the 700 block Transition Area.

VII. REDEVELOPMENT STRATEGY

(Strategy in 500-600 block)

The efforts of many players, both public and private, will be required to revitalize the 35th Street commercial areas. The task can be achieved only with consensus on the goal, and coordinated efforts of the various parties.

The realities and projections discussed above provide the parameters for a land use policy for the 35th Street Corridor.

- Zoning as presently in place in the corridor should remain: Commercial in the Core area, and Residential in the Transition Area.
- Efforts toward residential rehabilitation should be directed toward the 700 block Transition Area, to facilitate improvement as soon as possible. This will aid the Core Commercial area by improving its surroundings. The existing commercial and institutional uses will remain as non-conforming uses. The vacant George's Corner property will return to residential use if not reoccupied for commercial use within two years.
- While the zoning in the 600 block is Commercial, the houses in the 600 block will remain as non-conforming uses. The small apartment property at 623 West 35th Street should be targeted for acquisition, and commercial redevelopment.

- The Merchants' Association, in cooperation with the city's Department of Development, should develop a Marketing and Business Plan for the Core Area, including the 500 and 600 blocks. This would target specific potential commercial users for recruitment, and identify particular properties for sale or lease. By concentrating on this area, the cumulative efforts will be magnified.
- The Merchants' Association, in conjunction with the city's Department of Development, should develop programs to increase the customer base of the area. These would include promotional pamphlets, sponsorship of events, and joint advertising.
- The issue of location of churches in commercial areas is one that has arisen in other areas of the city. It needs to be addressed on a citywide basis, by making religious buildings a conditional use in commercial zones, or otherwise controlling the circumstances whereby they may be interjected in such areas. Such changes would not affect existing religious groups in the area, but would limit further additions.
- Home Based businesses currently are permitted within residential areas only under very stringent limitations. A higher intensity of business use may be appropriate for some residential areas, such as the 700 block Transition Area. Appropriate modifications for intensified business use in some residential areas should be considered on a citywide basis.

35TH STREET COMMERCIAL AREA
SURVEY OF LAND, BUILDINGS, AND USES

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Property Address		ID	LAND		BUILDING (Commercial Only)			USE		PKG.	TAX ASSESSMENT				
Front	Size		FT	SF	Yr.	Blt.	FAR	GSF	Zon	Use	SP.	\$/SF	Improv.	Total	Owner
Granby Street															
NS 3509 GRANBY ST		Rite Aid (closed)	102	21,042	1989	0.34		7,200	C1	C v	16	\$59	\$323,430	\$421,840	RITE AID OF VIRGINIA INC
0108 W 35TH ST		Rela's	35	3,500	1986	0.51		1,800	C1	C		\$32	\$50,570	\$58,240	GRACE, BRIAN D & ROBIN
0110 W 35TH ST			67	6,700	1910			R	R13	R			\$45,780	\$45,780	BRYANT, ELMO & DORIS
SS 3409 GRANBY ST		Dollar Gen., Harris Printing	209	25,843	1926	0.50		13,000	C1	C	22	\$29	\$271,860	\$376,600	HBO & SBO ASSOCIATES
Omohundro Avenue															
NS 200 - 240 W 35TH ST			500	50,000				R	R11	R		multiple parcels			
SS 201 - 241 W 35TH ST			500	50,000				R	R11	R		multiple parcels			
Llewellyn Avenue															
NS 300 - 326 W 35TH ST			375	37,500				R	R13	R		multiple parcels			
SS 300 - 325 W 35TH ST			325	32,500				R	R11	R		multiple parcels			
0327 W 35TH ST		Apt. Bldg. 3-story	50	5,000	1918			R	C2	R			\$238,260	\$253,330	N R & H A
De Bree Avenue															
NS 0400 - 0432 W 35TH ST			425	42,500				R	R11	R		multiple parcels			
0436 W 35TH ST		Howard Funeral Home	75	7,500	1920	0.40		3,000	C2	C		\$30	\$73,970	\$90,290	BLAG INC
0441 W 36TH ST		Norfolk Bible Bapt. Ch. Park Pl, Seafood Plus Sound Way Reading	50	15,000	1915	0.37		5,548	C2	C	25	\$26	\$75,210	\$141,900	MC KISSICK, CHARLES D
Colonial Avenue															
SS x401 W 35TH ST			33.3	3,330				R11	V			multiple parcels			
0405 - 0419 W 35TH ST			217	21,700				R	R11	R		multiple parcels			
0425 W 35TH ST		Edward Face Co.	175	17,500	1925	0.52		9,100	C2	C	22	\$33	\$258,970	\$296,550	FACE, EDWARD W CO INC, THE
3412 COLONIAL AV		Apt. Bldg. 4-story	125	12,500	1925			R	C2	R			\$1,398,340	\$1,436,760	COLONIAL HALL ASSOCIATES
Colonial Avenue															
NS 3515 COLONIAL AV		McKissick	0	10,000	1940	0.36		3,600	R8	C	8	\$30	\$71,840	\$107,080	MC KISSICK, CHARLES D
0500 W 35TH ST		Colonial Pawn Shp	137.5	13,750	1960	0.17		2,310	C2	C	25	\$53	\$77,770	\$123,500	STEIN, ROBERT M ET ALS
0512 W 35TH ST		Jordan Family Ent.	87.5	8,750	1959	0.14		1,210	C2	C	30	\$76	\$62,510	\$91,610	JORDAN, PATRICIA G
x520 W 35TH ST		Jordan Lot	62.5	6,250					C2	V			\$0	\$20,750	JORDAN, PATRICIA G
x526 W 35TH ST		VACANT LOT	50	5,000					C2	V	8		\$0	\$16,000	RESHEFSKY, TILLIE TRS.
0528 W 35TH ST		May TV/Cooke Moving	37.5	3,750	1950	1.00		3,750	C2	C		\$15	\$43,480	\$55,930	MAY, CHARLIE T ET AL
0532 W 35TH ST		Gaylord's	50	5,000	1923	1.00		5,000	C2	C		\$6	\$12,890	\$29,490	NEWTON, ANNA R. T. ET ALS
0534 W 35TH ST		Brown's Comm. Music	25	2,500	1912	1.00		2,500	C2	C		\$9	\$15,230	\$23,530	MAY, CHARLIE T ET AL
0536 W 35TH ST		Uncle Buddy Ham -closed	25	2,500	1924	1.00		2,500	C2	C v		\$9	\$11,640	\$22,090	BARNES, JAMES A & VIDAL
0538 W 35TH ST		VACANT BUILDING	25	2,500	1915	1.92		4,800	C2	C v		\$6	\$20,420	\$30,870	WONG, GENE S & SHU C
SS 0500 W 34TH ST		Park Place Meth. Church	175	excl.				excl.	IN1	ch			excl.		PARK PLACE M E CHURCH TRS.
0513 W 35TH ST		Alice's	75	7,500	1915	0.41		3,100	C2	C		\$24	\$48,320	\$73,220	LORDS OF TIDEWATER, INC
Mission of Truth Church															
0519 W 35TH ST		VACANT BUILDING	25	2,500	1912	0.86		2,200	C2	C v		\$13	\$19,660	\$27,960	COOKE, ALONZA ET AL
0523 W 35TH ST		VACANT BUILDING	50	5,000	1946	0.70		3,500	C2	C v		\$28	\$80,190	\$96,790	ROSE OF SHARON REVIV CTR CH TRS
0527 W 35TH ST		Carmen's Beauty Bty	20	2,000	1925	0.50		1,000	C2	C		\$17	\$10,220	\$17,030	AIKENS, GAYLON A & IDA K
0529 W 35TH ST		VACANT BUILDING	29.5	2,950	1920	0.95		2,800	C2	C v		\$13	\$26,180	\$35,980	UNIV CH OF L J CH APOS FTH TRS
0531 W 35TH ST		VACANT BUILDING	25	2,500	1931	0.76		1,900	C2	C v		\$17	\$24,510	\$32,810	UNIV CH OF L J CH APOS FTH TRS
0533 W 35TH ST		Church Lord Jesus Christ	50	5,000	1925	0.70		3,500	C2	ch		\$18	\$47,440	\$64,040	UNIV CH OF L J CH APOS FTH TRS

35th STREET COMMERCIAL AREA
SURVEY OF LAND, BUILDINGS, AND USES

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Property Address	ID	LAND		BUILDING (Commercial Only)			USE		PKG. TAX ASSESSMENT			
		Front FT	Size SF	Yr.	Blt.	FAR	GSF	Total	Zon	Use	SP.	Owner
0537 W 35TH ST	Davis Tae Kwondo	25	2,500	1949	0.85	2,125			C2	C		COOPER, CHARLES N & JOEL B
0539 W 35TH ST	VACANT LOT	25	2,500						C2	V		N R & H A
Newport Avenue												
NS 0600 W 35TH ST	Self Imprvmt Edu Center	125	12,500	1925	1.54	19,260			C2	C		N R & H A
0604	Fareed Fragrances											
0606	African American Clothes											
0608	Sunrise											
0610 W 35TH ST	Shabazz Fashions	25	2,500		0.90	2,250			C2	C		N R & H A
0612 W 35TH ST	Mastid	50	5,000	1948	0.85	4,250			C2	ch		SALAAM, MASJID W TRS
x616 W 35TH ST	VACANT LOT	75	7,500						C2	V		N R & H A
0622 W 35TH ST	St. Timothy Church	25	2,500	1948	0.79	1,980			C2	ch		NEW COGIC TRS
0624 W 35TH ST	Classique Hairstyling	25	2,500	1920	1.09	2,728			C2	C		HAMILTON, JANE W ET AL
x626 W 35TH ST	VACANT LOT	50	5,000						C2	V		ST ANDREWS COGIC TR
0628 W 35TH ST	St. Andrews Church	125	12,500	1940	1.12	14,000			C2	ch		ST ANDREWS COGIC TR
x638 W 35TH ST	VACANT LOT	50	4,375						C2	V	16	ST ANDREWS COGIC TR
0642 W 35TH ST	VACANT LOT	25	3,125						C2	V		ALEXANDER & JONES ASSOC
SS x601 W 35TH ST	Proposed Parking Lot	25	2,500						C2	V		NEWMAN, EUGENE G
x603 W 35TH ST	Proposed Parking Lot	100	10,000						C2	V	24	N R & H A
0611 W 35TH ST	Nonf. Trading/Islamic Cul.	25	2,500	1917	0.90	2,250			C2	C		MOORE, CLYDE T SR & JACQ P
0613 W 35TH ST	King of Snow Balls	50	5,000	1928	0.70	3,500			C2	C		QUE THREE ASSOCIATES
0617 W 35TH ST	Africa House	50	5,000	1917	1.31	6,560			C2	C		MC KISSICK, CHARLES D
0623 W 35TH ST		75	7,500	1985					C2	R		GALLAWAY, WILLIAM T
0627 W 35TH ST		25	2,500	1921					C2	R		COLONIAL APARTMENTS INC
0629 W 35TH ST		25	2,500	1921					C2	R		ST ANDREWS COGIC TR
0631 W 35TH ST	Classic Cleaners- closed	23	2,300	1949	0.88	2,025			C2	C		CLANTON, CLARENCE
0633 W 35TH ST	Cliff the Hatter	52	5,200	1948	0.91	4,725			C2	C		BELKOV, SYLVIN & ANNETTE ET ALS
0635	Faith Tabernacle											
0637 W 35TH ST		25	2,500	1910					C2	R		BOUIE, SAMUEL P. & JUANITA H.
0641 W 35TH ST		62.5	6,250	1925					C2	R		HOCKADAY, MARDELL C.
0645 W 35TH ST		37.5	3,750	1918					C2	R		HALL, ARTHUR B SR.
Gosnold Avenue												
NS 700 W 35TH ST	George's Cor. -closed	25	2500	1910	1.20	3,000			R11	C	V	WILLS, MONTGOMERY III
x702 W 35TH ST		25	2500						R11	V		WESTERN INVESTORS, INC.
706 W 35TH ST		25	2500	1921					R	R		HALL, ARTHUR B. SR.
708 W 35TH ST		25	2500	1921					R	R		ELLSWORTH, LEROY & MARY A
712 W 35TH ST		50	5000	1978	0.28	1,400			R11	C		BOND, BETTY C.
716 W 35TH ST	rehab house	50	5000	1906					R	R		REID, BENNIE
720 W 35TH ST	boarded	50	5000	1910					R	R		POOLE, JUNE
724 W 35TH ST	4 du	50	5000	1987					R	R		WILLIAMS, LEMUEL & ESTHER T.
726 W 35TH ST	boarded	25	2500	1918					R	R		VA. HOUSING DEVEL. AUTH.
728 W 35TH ST	boarded	25	2500	1907					R	R		ALLEN, SUSAN M. TR
730 W 35TH ST	boarded	25	2500	1907					R	R		ALLEN, SUSAN M. TR
x732 W 35TH ST		25	2500						R11	V		ALLEN, SUSAN M. TR

35th STREET COMMERCIAL AREA
SURVEY OF LAND, BUILDINGS, AND USES

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Property Address	ID	LAND		BUILDING (Commercial Only)			USE		PKG.	TAX ASSESSMENT			
		Front FT	Size SF	Yr. Blt.	FAR	GSF	Zon	Use		\$/SF	Improv.	Total	Owner
734 W 35TH ST		25	2500	1916		R	R11	R			\$24,670	\$29,760	HALL, ARTHUR B. SR.
x736 W 35TH ST		25	2500				R11	V			\$0	\$5,090	NRHA
738 W 35TH ST		25	2500	1950	0.72	1,800	C2	C		\$31	\$48,550	\$55,810	PARK PL. REDEV. FNDTN. INC.
x740 W 35TH ST		25	2500				C2	V			\$0	\$7,260	PARK PL. REDEV. FNDTN. INC.
744 W 35TH ST		83	8300	1945	0.30	2,500	C2	C	14	\$61	\$111,950	\$152,650	NG. CHANG C. & EVA
3510 COLLEY AV.		0	5625	1917	0.80	4,500	C2	C		\$22	\$66,020	\$100,740	BARNES, BARBARA H.
SS 701 W 35TH ST		25	2500	1916		R	R11	R			\$18,620	\$23,710	BANKS, ADOLPH B.
703 W 35TH ST		37.5	3750	1917		R	R11	R			\$42,000	\$49,630	COLONIAL APTS. INC.
707 W 35TH ST		37.5	3750	1918		R	R11	R			\$21,020	\$28,650	JOHNSON, MARIAN R. & ARTHUR T.
x709 W 35TH ST		25	2500				R11	V			\$0	\$5,090	JOHNSON, GERALD E. & BARBARA J.
711 W 35TH ST		25	2500	1918		R	R11	R			\$26,540	\$31,630	JOHNSON, GERALD E. & BARBARA J.
713 W 35TH ST		25	2500	1918		R	R11	R			\$25,520	\$30,610	BUTTS, WALTER J. & ROSA L.
715 W 35TH ST		25	2500	1918		R	R11	R			\$24,330	\$29,420	SYKES BROTHERS INC.
717 W 35TH ST		37.5	3750	1919		R	R11	R			\$22,080	\$29,710	TURNER, HOOVER ET ALS
723 W 35TH ST		37.5	3750	1917		R	R11	R			\$36,930	\$44,560	DAVIS, WILLIAM & MARY H.
725 W 35TH ST		62.5	6250		0.45	2,800	R11	ch		\$46	\$115,660	\$128,720	MT. OLIVE U. HOLY CH. OF AM.
731 W 35TH ST		37.5	3750	1917		R	R11	R			\$10,000	\$17,630	JAMES, EMMA EST.
733 W 35TH ST		37.5	3750	1918		R	R11	R			\$39,860	\$47,490	WILLIAMS, VIRGINIA
735 W 35TH ST		37.5	3750	1917		R	R11	R			\$47,380	\$55,010	JOHNSON, MOSES A.
3400 COLLEY AV.		147	29400	1936	0.25	7,400	C2	C	39	\$40	\$200,290	\$297,150	GTV INVESTMENTS

Colley Avenue